Name:
House:

WRSC is the Smith College Radio Station, located at 640 on the AM dial. Currently we broadcast to the college from 8 AM to 12 midnight every day of the week, using a closed-circuit system which passes through New England Telephone Company cables. This means however, that we can only transmit to houses and college buildings equipped to receive us (i.e. those possessing radio transmitters). As of now, these buildings are: Emerson, Jordan, Gardiner, Martha Wilson, Morrow, Cushing, Comstock, Wilder, Franklin King, Laura Scales and Davis Center. We are currently in the process of applying for an FM license, which would enable us to broadcast to the rest of the campus, as well as to the Northampton area.

We feel that WRSC radio has the potential to truly be a voice for Smith College, and to express the range of Smith concerns and issues. In order for this to come to pass, however, we need your help. Your suggestions, comments, reactions to WRSC are an important influence on the station and will shape which directions it develops in. For this reason, if you would take the time to answer the following questions, whether or not you currently listen to WRSC, it would be tremendously helpful to the future development of the station. Your voice counts! Your input and support is needed by us in order to faithfully discern and reflect the needs and wishes of the Smith College community -- and it is only by hearing from you that we can best determine in what direction the station ought to go from here.

Please return this survey to Mimi Facher, Music Director - WRSC, Morrow House, before November 8, 1980, and thank you once again for your help.

I. 1). Were you aware that Smith has its own radio station? If yes, how did you hear about WRSC? If no, would you listen to WRSC if you could?

(If you answered "no" to question 1, , please skip to question 6.)

2). If "yes", how often do you listen to WRSC?

___ less than 1 hour a week
___ 1 to 2 hours a week
___ 2 to 5 hours a week
___ more than 5 hours a week (please specify how much more)....._____hrs.

3). Do you listen:

___ less than once a week
___ once, or more than once, a week
___ once a day
___ more than once a day

For how long each time?....._____hrs.

4). Do you listen to WRSC to hear a particular show or type of music? More than one type? Which particular shows or music types?

5). Do you listen to WRSC's news or public affairs programming? What shows or programs in particular? How often?

6). What type (or types) of music do you listen to? In what proportions? (i.e. 60% rock, 30% jazz, 10% classical)

II. WRSC is a vehicle and a means of communication for the entire Smith community. We'd like to hear from you as to what you'd like to see us do and be. The following questions should help us clarify some of your concerns and ideas for the station.

1). What types of music would you like to see WRSC play?

2). What kinds of special programming (women's shows, religious shows, superartist spotlights) would you like to see on WRSC?

3). What kinds of public affairs programming would you like to see on WRSC? (interviews with professors, more campus news, call-in shows, etc.)

4). What role do you see WRSC playing in the Smith College community? Where do you see us going from here?

5). Additional comments, suggestions, etc.:

III. 1). Would you like to become involved in WRSC? If so, how?

___ 1) Disc Jockey
___ 2) News
___ 3) Fundraising
___ 4) Other (please specify)

2). Would you be willing to communicate to the FCC your support of WRSC's attempts to obtain an FM license?

3). WRSC would like to widen its listening audience in order to be able to more fully represent and be responsive to the entire Smith community. Would you be willing to support such an effort through any of the following means? (Check all applicable answers)

___ 1) petition to College Hall in support of more transmitters (in order to enlarge our listening audience)
___ 2) activity in WRSC fundraising drives
___ 3) enlisting faculty support
___ 4) aiding in publicizing WRSC
___ 5) financial support
___ 6) other (please specify)

4). How might WRSC better make its existence known to the Smith community? What forms of publicity or activity would you suggest?

We're hoping to make WRSC a receptive, accessible and integral part of the Smith community -- with your help! Thank you!

Don't forget, please return this survey by November 8, 1980.

Mimi Facher
Music Director - WRSC
Morrow House

Smith College
Archives

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Radio
1980-81